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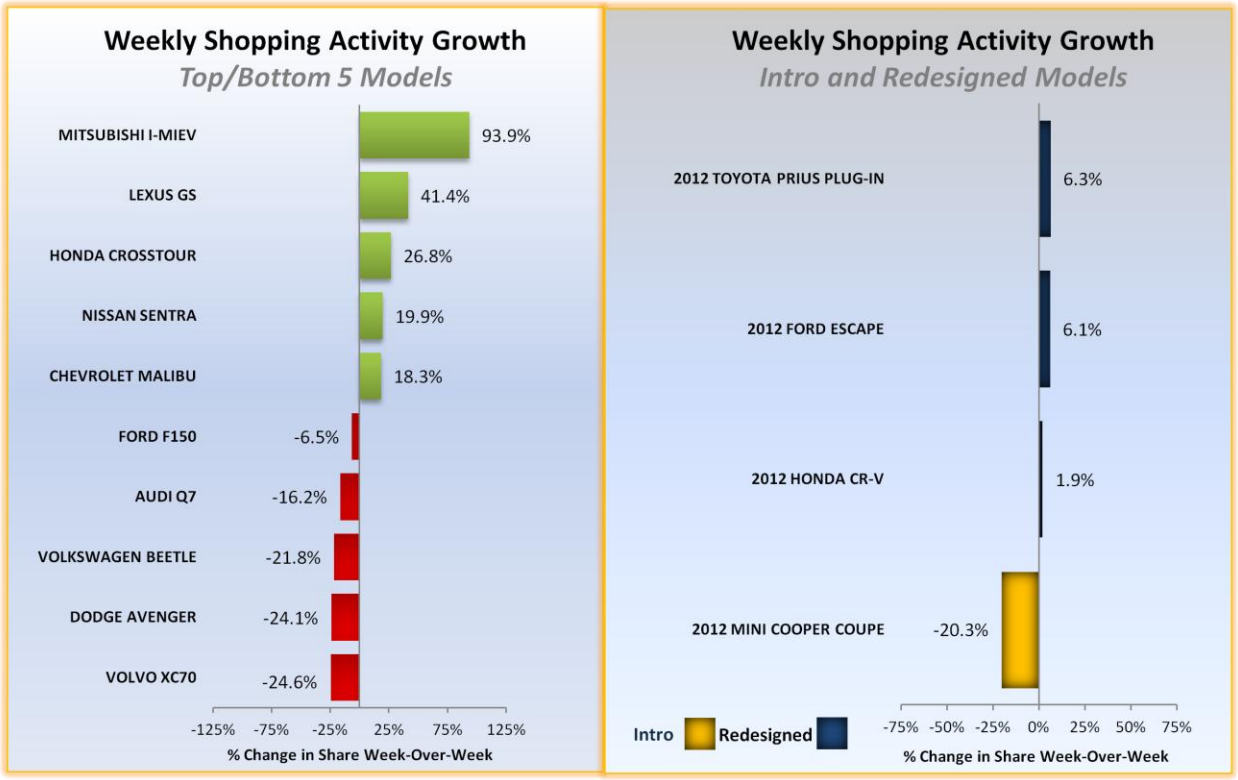
HOT CAR REPORT

February 23, 2012



Note: The Top/Bottom 5 Models represent the most statistically significant gains/losses presented in order of effect size.

Kelley Blue Book Hot Car Report Analysis – February 23, 2012:

This week's *Hot Car Report* is a mixed bag with an unexpected surprise topping the list. As is the case whenever fuel prices increase (here we go, again), interest in alternative-fuel vehicles invariably follows shortly thereafter. With many alternative-fuel vehicle options available to consumers today, the Mitsubishi i recently differentiated itself from competitors by being awarded top honors on the American Council for an Energy-Efficient Economy's '2012 Greenest Cars List.' Shoppers are clearly taking note, as evidenced in kbb.com shopping activity.

Last week's big riser, the Lexus GS, continued on its hot streak again this week. Recent announcements of the GS iPhone game and app featuring Sports Illustrated swimsuit model Tori Praver have successfully worked to garner additional buzz, driving a continued rise in week-over-week traffic for the vehicle.

- Joe Lu, Market Intelligence Sr. Web Analyst, Analytic Insights Division, Kelley Blue Book's kbb.com